

askHRgreen.org | Recycling and Beautification Education Committee Meeting Summary
Tuesday, February 11, 2020
HRPDC - Chesapeake

In attendance:

Fleta Jackson, NO
 Dawn Oleksy, JCC
 Dan Baxter, NN
 DeAnna Lawrence, IW
 Elisabeth Wilkins, GL
 Kate Sipes, JCC
 Jim Hill, JCC

Craig Simmons, VB
 Amos Taylor, PO
 Brittany Collins, SPSA
 Cynthia Mulkey, HRPDC
 Katie Cullipher, HRPDC
 Rebekah Eastep, HRPDC

The summary for the meeting is as follows:

1. Meeting Summary

The summary of the January meeting was presented for review.

Action: Approved.

2. askHRgreen.org Community/Trailer Events

The current listing of events is as follows:

3/7 - 3/8	Mid Atlantic Home & Outdoor Living Show	Virginia Beach
3/14	SEVA CAI Community Association Day	Virginia Beach
3/27 - 3/28	Great American Cleanup*	Hampton Roads
4/4 - 4/5	Daffodil Festival	Gloucester
4/11	Go Green Market	Yorktown
4/18	Virginia Living Museum Earth Day Festival	Newport News
4/21	TCC Cares Earth Day	Chesapeake
4/22	Poquoson Earth Day	Poquoson
4/25	Paradise Creek Earth Day	Portsmouth
4/25	Spring Fling	Hampton
6/13	RiverFest*	
10/3	Virginia Beach Master Gardeners Fall Gardening Festival	Virginia Beach

The next event in need of volunteers is RiverFest in June. A request for volunteers will be sent out closer to the event.

Action: Reserve early for any upcoming trailer events.

3. “A Public Service Announcement” Artwork Tour

The current schedule of venues set to display Sam Hundley’s artwork commemorating the 2019 GAC cleanup events is below. Additional venues are welcomed.

Chesapeake City Hall	Nov. 8 - 22	Chesapeake
Virginia Aquarium	Nov. 22 - Jan 1	Virginia Beach
Mariners Museum	January 1 - 30	Newport News
TCC - Main Building (Admin)	February 10 - 21	Chesapeake
Isle of Wight History Museum	February 24 - March 4/5	Isle of Wight Co.
Chesapeake Conservation Conference & Environ	March 6 - one day only	Chesapeake
TBD	March 6-31?	TBD
TBD Gloucester	April 1 - 30	Gloucester
VIMS	May 18-1	
Hampton University Museum Trash to Art Show	TBD (postponed from Nov)	Hampton

The Mariner's Museum hosted the artwork during January. TCC-Chesapeake Campus now has the artwork followed by the Isle of Wight History Museum and the Chesapeake Conservation Conference on March 6. Additional locations welcomed

Action: Committee members were encouraged to find host venues for the month of March.

4. Great American Cleanup

The Committee continued to discuss plans for the 2020 Great American Cleanup, March 27-28.

- Registration form is now live and volunteer registrations have started coming in. Chesapeake received a request for over 100 volunteers.
- Committee members should add event details to Google doc or forward to HRPDC staff if Google docs is unavailable. <https://docs.google.com/spreadsheets/d/1EY-c0sn1UyXLci3VWeBpy0v5k1XSS2xIsKMqErD21Ck/edit?usp=sharing>
- The Committee reviewed the radio spot produced in 2019 to pick up for the 2020 campaign. The end tag will be updated with the new dates.
- Local Projects:
 - Norfolk has several official events planned but will also encourage neighborhood cleanups.
 - James City County has events that are less organized. A list of dump sites is available for volunteers to cleanup. HOAs are encouraged to hold community cleanups.
 - Newport News has Boy Scouts adopting 20 sites to address waterway litter. Using Better Impact software for volunteer management and community involvement. Promoting check out of the litter kits and schoolyard cleanups at schools.
 - Isle of Wight/Smithfield partnering to develop green initiatives, in school education programs on Friday, litter pickup at Smithfield High School (safety risks prevent areas in most need from being cleaned), civic group engagement, estimate 12 areas that will be cleaned up or beautified, Smithfield employees will cleanup roads around packing plant and Tyler's Beach.
 - Virginia Beach will hold a big community cleanup on Saturday (location TBD), hoping for additional neighborhood cleanups as well, recommended setting a reoccurring date for the regional kickoff (end of March each year)
 - Clean Gloucester Day was moved to coincide with this event, organized cleanups will

be held at parks (kid-friendly) but also less organized neighborhood cleanups will be encouraged

- The Committee reviewed the draft list of 50 ways to celebrate Earth Day. The Committee would like to have a kid-focused version and one geared towards work places.

Action: The Committee would like to confirm Great American Cleanup as a reoccurring event held the last weekend of March each year. Committee members should add event details to Google doc for regional tracking.

5. Website Recycling Tool

The website recycling tool has been finalized and new PDFs added for each locality. Norfolk had the following additional changes:

- removing tops from bottles in the graphics (all localities)
- adding "no tops" in the description for bottles (all localities)
- removing cartons and glass (Norfolk)

Glass recycling –

- TFC is currently using glass as landfill cover or occasionally as a bulking agent, Bay Disposal is landfilling it as well.
- James City County staff introduced the concept of a regional glass recycling program following the model of Fairfax County. Fairfax County uses an on-site crusher to turn collected glass into aggregate for gravel or sand for city operations. Some glass goes to Strategic Materials in North Carolina. Glass does not need to be sorted by color but it is not collected at curbside. A purple bin is placed at convenience centers or other community spaces to collect glass.
- James City County is researching closed loop solutions for Hampton Roads glass recycling.
- Owens-Illinois is a good local partner for taking clean recycled glass. Transportation costs of moving glass to processors outside the region remains a concern.

Action: Localities were asked to share glass commodity volumes from 2019. HRPDC staff will request changes to the recycling tool.

6. DEQ Competitive Litter Prevention & Recycling Grant

The Committee reviewed allocation formulas for litter kits and agreed to a base allocation of five kits per locality with the remainder distributed by population. The kits will be distributed at the March meeting. Kits will be promoted as part of Great American Cleanup and Earth Day.

Action: Participating committee members should pick up litter kits at the March meeting.

7. Staff Reports

Budget – The current FY20 budget was reviewed.

- Promotional items - The Committee has a promotional item budget available if additional supplies are needed. The Committee asked HRPDC staff to pull pricing for skoy clothes (joint purchase with Water Awareness Committee), stainless steel straws, and portable utensil sets.

Digital Marketing Report – January was a strong month for the website. Recycling lookup tool was the second most visited page. Most engaging post was an organic share of news story on glass recycling and recycling contamination.

Action: HRPDC staff will provide promotional item quotes for review at the March meeting.

8. Roundtable

- HRT litter campaign – Norfolk would like to approach HRT about a litter prevention partnership.
 - HRT bus stops are a problem in all areas served in Hampton Roads. Several localities are not served by HRT or have little HRT presence.
 - The Committee would request ad space on HRT buses to display litter prevention messages.
 - Beyond education, the Committee would also like a commitment from HRT to provide trash receptacles and continuing maintenance.
 - CLPP model could be used to measure before and after results to measure effectiveness of the campaign.
 - The Committee would like to form a workgroup to further develop the strategy. The workgroup will meet after the March Committee meeting.
- Portsmouth - preparing for adopt a spot outreach, healthy living expo, GAC and recycling drives, arbor day event
- Gloucester - 10 classroom visits this month, cleanup at Marius Landing next Saturday, installing a mural funded through the CBRF grant (documenting before/after results on littering in the area), in need of a white board and willing to trade for a felt board if anyone is interested.
- Virginia Beach - Earth Day April 18 from 11 am to 4 pm with litter cleanup, Lake Windsor cleanup, serving alcohol for the first year, and recycling zone with prescription drug take back, attended Stormwater & Litter Expo in Ashland (many case studies and data collection/results provided)
- Isle of Wight - Catching up after extended leave, addressing marshland litter (hoping to recruit groups that may be able to address)
- Norfolk –Jammin' Jams with Forestry Department and FONE, April 22 Litter Triathlon (run, bike, row), partnering with Elizabeth River Trail to plant managed meadows, spring recycling and HHW event to be planned, Rock Your Block for Earth Day (50 minute cleanup)
- Newport News - One City Marathon (green event - recycling and compost services provided), Denbigh Rebirth initiative tied into GAC, Let's Can It - litter kit lending program may extend to recreation centers and add mobile data reporting, five school tours already in 2020, drone mapping of dump sites and high litter corridors, rain barrel workshops, extended recycling contract with Bay Disposal
- SPSA - continuing HHW services for southside localities

Action: HRT workgroup will meet after March meeting to discuss HRT litter prevention campaign.

Next Committee Meeting – The next scheduled meeting is March 10, 2020 at HRPDC in Chesapeake.